

## Building Relationship through Conversation

**Your first phone conversation is the beginning of your relationship with a parent. Every word makes an impression.**

- Do you sound friendly and professional?
- Are you comfortable answering questions about your child care?
- Can you describe why your child care program is a good place for their child?

**Think about the questions you would ask if you were a parent looking for care.**

- Write down your answers to these questions.
- Keep the answers so you can refer to them if needed while talking with a potential parent.
- Practice having conversations about your business with friends or family members.

**You might start your conversation like this:**

- *I am glad you called to find out more about my child care.*
- *I have a Fairfax County Permit for my family child care business.*
- *Also I have taken workshops about caring for children.*
- *Some of the activities I do with the children are: (name them)*
- *I participate in the USDA Food Program and am certified in First Aid and CPR.*

**You might ask about where the parent lives and identify your location.**

- *Where do you live? I am located near (your area or neighborhood and School)*

**You would want to ask the age of the child.**

- *How old is your child? I have openings for (ages of child you can care for.)*

**You would want to find out what kind of care the family needs.**

- *What hours do you need child care?*
- *I am open (days of week) from (times)*
- *I can also take care of children part-time.*

**Keep the conversation open.**

- *What questions can I answer for you?*

**Be the kind of person you would like to talk to if you were looking for care for your child. Be generous with your time and your patience. Parents will have many questions, and they should. They are looking for someone they can trust and will work with them to provide the best possible care for their child.**